

Local Marketing Rep | Job Description & Responsibilities

Taste the Local Difference (TLD) builds consumer demand for local food and helps farm and food entrepreneurs build successful, well-connected and thoughtful businesses.

The Local Marketing Rep reports directly to the Sales Manager and is responsible for selling marketing services and media representation to the local food and farming community of a specific region. Their role is integral to TLD. The ideal candidate is immersed in the regional local food scene and passionate about community. They have writing and sales experience as well as strong interpersonal skills.



TLD Sales Rep is expected to:

1. Adhere to TLD's Founding Principles:
 - Develop Authentic Relationships and Collaboration
 - Maintain and Defend the Integrity of Local
 - Help Local Farms and Food Businesses Succeed
 - Support Diverse and Innovative Markets for Local Food
 - Educate Consumers on the Value of Local
 - Build the Demand for Local Food
2. Meet Collectively Determined Sales Goals
 - These are valuable marketing services sold to farms and food businesses
3. Attend Regional Local Food Meetings and Events
 - Build leads by engaging in the local food system, contribute to networks and strengthen regional collaboration
4. Build New Partnerships
 - Explore your region, find the hidden gems and new entrepreneurs
 - Consistently add to our database of local farms and food producers
5. Help fulfill services and contracts sold
 - Support and delegate tasks as needed
 - Offer excellent customer service
 - Distribute resources and educational materials as needed

This part-time position is commission-based. This staff member is expected to be living in the State of Michigan and have reliable transportation. Applicants should apply online at <http://bit.ly/TLDSalesrepapp> and include an updated resume.